

# ORDER



**Orders**  
**Order / Rev:** 703822 - 2  
**Alt Order #:** 06259038  
**Product Desc:** OBAMA FOR AMERICA  
**Estimate:** 1536  
**Flight Dates:** 09/18/12 - 09/24/12  
**Original Date / Rev:** 08/01/12 / 08/09/12  
**Order Type:** Political

**WJXX-TV**

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency**  
**Name:** Greer Margolis Mitchell/ Pol  
**Buying Contact:**  
**Billing Contact:**  
 3050 K St NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** WEEKLY  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Obama For America  
**Demographic:** A35+  
**Product Codes:** PL-Presidential  
**Priority:** P-3  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/17/12	09/23/12	52	\$7,820.00	\$6,647.00
09/24/12	09/30/12	14	\$2,690.00	\$2,286.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	66	\$10,510.00	\$8,933.50	0.00
<b>Totals</b>	<b>66</b>	<b>\$10,510.00</b>	<b>\$8,933.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WJXX-TV	8%	\$10,510.00
Market	100%	\$131,375.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
WAWS	16%	\$21,020.00
WCWJ	0%	\$0.00
WJXT	24%	\$31,530.00
WTEV	24%	\$31,530.00
WTLV	28%	\$36,785.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WJXX	09/18/12	09/24/12	America This Morning	CM	430-5a	MTWT---	:30	5	\$20.00	P-3	0.00	NM	5	\$100.00
				America This Morning											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	MTWT---		5				\$20.00		0.00			
2	WJXX	09/18/12	09/24/12	GMJ Sunrise	CM	5-6a	MTWTF--	:30	2	\$50.00	P-3	0.00	NM	2	\$100.00
				M-F 5-6a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	MTWTF--		2				\$50.00		0.00			
3	WJXX	09/18/12	09/24/12	GMJ	CM	M-F 6a-7a	MTWTF--	:30	5	\$75.00	P-3	0.00	NM	5	\$375.00
				M-F 6a-7a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	MTWTF--		5				\$75.00		0.00			

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Estimate: 1536  
**WJXX-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
4	WJXX	09/18/12	09/24/12	Good Morning America M-F 7a-9a	CM	M-F 7a-9a MTWTF--	:30	5	\$55.00	P-3	0.00	NM	5	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/18/12	09/24/12	MTWTF--		5		\$55.00		0.00				
5	WJXX	09/23/12	09/23/12	GMJ Sunday GMJ Sunday	CM	Sun 7a-730a -----S	:30	1	\$40.00	P-3	0.00	NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-----S		1		\$40.00		0.00				
6	WJXX	09/23/12	09/23/12	GMA Sunday GMA Sunday	CM	GMA Sunday -----S	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-----S		1		\$100.00		0.00				
7	WJXX	09/23/12	09/23/12	This Week 10A Sun 10a-11a - eff 6/7	CM	Sun 10a-11a - eff 6/7 -----S	:30	1	\$80.00	P-3	0.00	NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-----S		1		\$80.00		0.00				
8	WJXX	09/18/12	09/24/12	Regis & Kelly Regis & Kelly	CM	M-F 9a-10a MTWTF--	:30	2	\$75.00	P-3	0.00	NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/18/12	09/24/12	MTWTF--		2		\$75.00		0.00				
9	WJXX	09/18/12	09/24/12	The View M-F 11a-12p View	CM	M-F 11a-12p MTWTF--	:30	2	\$175.00	P-3	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/18/12	09/24/12	MTWTF--		2		\$175.00		0.00				
10	WJXX	09/18/12	09/24/12	M-F 12P-1P M-F 12P-1P	CM	M-F 12-1P (12:00 PM-12:30 PM) MTWTF--	:30	5	\$50.00	P-3	0.00	NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/18/12	09/24/12	MTWTF--		5		\$50.00		0.00				
11	WJXX	09/18/12	09/24/12	FCN News at 5pm M-F 5-5:30pm	CM	M-F 5p-5:30p MTWTF--	:30	2	\$95.00	P-3	0.00	NM	2	\$190.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/18/12	09/24/12	MTWTF--		2		\$95.00		0.00				
12	WJXX	09/18/12	09/24/12	FCN News at 5:30 M-F 5:30-6pm	CM	M-F 5:30p-6p MTWTF--	:30	3	\$95.00	P-3	0.00	NM	3	\$285.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/18/12	09/24/12	MTWTF--		3		\$95.00		0.00				
13	WJXX	09/18/12	09/24/12	FCN News at 6 M-F 6-6:30pm	CM	M-F 6p-6:30p MTWTF--	:30	5	\$110.00	P-3	0.00	NM	5	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/18/12	09/24/12	MTWTF--		5		\$110.00		0.00				
14	WJXX	09/22/12	09/22/12	FCN Sat News at 6:30 Sat 6:30-7p/7p news after footb	CM	Sat FCN News We-----S-	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-----S-		1		\$175.00		0.00				
15	WJXX	09/23/12	09/23/12	FCN Sun News at 6:30 Sun 6:30-7p	CM	Sun 6:30-7p -----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-----S		1		\$150.00		0.00				
16	WJXX	09/18/12	09/24/12	FCN News at 7p M-F 7-7:30p	CM	M-F 7p-7:30p MTWTF--	:30	2	\$180.00	P-3	0.00	NM	2	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/18/12	09/24/12	MTWTF--		2		\$180.00		0.00				
17	WJXX	09/18/12	09/24/12	Extra M-F 7:30-8p	CM	M-F 7:30p-8p MTWTF--	:30	5	\$150.00	P-3	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/18/12	09/24/12	MTWTF--		5		\$150.00		0.00				
18	WJXX	09/22/12	09/22/12	Sa 7-8P Sa 7p-8p	CM	Sa 7p-8p -----S-	:30	1	\$75.00	P-3	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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**WJXX-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
18	WJXX	09/22/12	09/22/12	Sa 7-8P Sa 7p-8p	CM	Sa 7p-8p -----S-	:30	1	\$75.00	P-3	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	-----S-		1			\$75.00		0.00			
19	WJXX	09/18/12	09/24/12	FCN News at 11pm M-Su 11-11:35p	CM	M-Su 11p-11:35p MTWTFSS	:30	5	\$150.00	P-3	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	09/18/12	09/24/12	MTWTFSS		5			\$150.00		0.00			
20	WJXX	09/18/12	09/24/12	Nightline Nightline	CM	M-F 11:35p-12:05aMTWTF--	:30	5	\$85.00	P-3	0.00	NM	5	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	09/18/12	09/24/12	MTWTF--		5			\$85.00		0.00			
21	WJXX	09/18/12	09/24/12	Jimmy Kimmel Jimmy Kimmel	CM	M-F 12:05a-1:05a MTWTF--	:30	2	\$40.00	P-3	0.00	NM	2	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	09/18/12	09/24/12	MTWTF--		2			\$40.00		0.00			
22	WJXX	09/24/12	09/24/12	Mon Prime Other DWTs	CM	8-10p M-----	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	M-----		1			\$1,500.00		0.00			
23	WJXX	09/18/12	09/18/12	Tue Prime Other Tue Prime Special	CM	Prime Special -T-----	:30	1	\$850.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	-T-----		1			\$850.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WJXX	09/17/12-09/23/12	Tue Prime Other		Prime Special	-T-----	:30	<del>(\$850.00)</del>		0.00	NM		
				Credited [CR]										
24	WJXX	09/20/12	09/20/12	Thu Prime C SCANDAL	CM	10-11p ---T---	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	---T---		1			\$850.00		0.00			
25	WJXX	09/23/12	09/23/12	Sun Prime B DO NOT USE	CM	USE EMMY AWAR-----S	:30	1	\$1,100.00	NON	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	-----S		1			\$1,100.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WJXX	09/17/12-09/23/12	Sun Prime B		USE EMMY AWA	-----Su	:30	\$1,100.00		0.00	NM		
26	WJXX	09/22/12	09/22/12	Prime College Football 758p-1130p	CM	758p-1130p -----S-	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	-----S-		1			\$600.00		0.00			
27	WJXX	09/18/12	09/18/12	Tue Prime Other Tue Prime Special	CM	Prime Special -T-----	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	-T-----		1			\$850.00		0.00			
Totals													66	\$10,510.00